

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 22-28, 1985 2

New York Time				NIELSEN AVERAGE				New York Time				NIELSEN AVERAGE							
Program Name	Duration	Day	Ntwk	Households (000)	Share %	No. Sta.	Prog. Covg.	Program Name	Duration	Day	Ntwk	Households (000)	Share %	No. Sta.	Prog. Covg.				
EVENING																			
A TEAM	8:00	60	TUE.	N	16,980	20.0	32	208	99	HAIL TO THE CHIEF	9:30	30	TUE.	A	12,570	14.8	23	194	98
ABC BUSINESS BRIEF-WED	9:32	01	WED.	A	13,240	15.6	24	196	93	HARDCASTLE & MCCORMICK	8:00	60	MON.	A	11,630	13.7	21	193	97
ABC BUSINESS BRIEF-FRI	8:15	01	FRI.	A	12,900	15.2	28	196	94	HIGHWAY TO HEAVEN	8:36	54	WED.	N	12,310	14.5	23	199	99
ABC MONDAY NIGHT MOVIE	9:00	120	MON.	A	9,680	11.4	19	195	97	HILL STREET BLUES	10:00	60	THU.	N	11,890	14.0	25	207	99
ABC NEWSBRIEF-MON	9:51	01	MON.	A	8,740	10.3	16	184	95	HOTEL	9:34	60	WED.	A	13,330	15.7	26	207	99
ABC NEWSBRIEF-TUE	9:58	01	TUE.	A	11,290	13.3	21	179	95	HUNTER	9:00	60	SAT.	N	10,100	11.9	22	185	96
ABC NEWSBRIEF-WED	10:32	01	WED.	A	13,670	16.1	29	193	97	JEFFERSONS	8:30	30	TUE.	C	8,070	9.5	15	191	95
ABC NEWSBRIEF-THU	9:58	01	THU.	A	8,830	10.4	17	185	95	JOHNNY CARSON-COMEDIANS(S)	9:00	60	SUN.	N	12,650	14.9	23	190	96
ABC NEWSBRIEF-FRI	9:58	01	FRI.	A	10,950	12.9	22	186	96	KATE & ALLIE	9:00	30	MON.	C	15,880	18.7	28	205	99
ABC NEWSBRIEF-SAT.	9:58	01	SAT.	A	12,140	14.3	25	188	95	KNIGHT RIDER	8:00	60	SUN.	N	10,870	12.8	22	197	99
ABC NEWSBRIEF-SUN.	9:59	01	SUN.	A	12,310	14.5	22	192	97	LOVE BOAT	9:00	60	SAT.	A	12,400	14.6	26	199	97
ABC SPORTS UPDATE-SAT	8:57	02	SAT.	A	9,760	11.5	21	194	94	LUCIE ARNAZ SHOW	8:00	30	TUE.	C	7,810	9.2	15	198	97
ABC SPORTS UPDATE-SUN	8:56	01	SUN.	A	9,340	11.0	18	197	96	MACGRUDER AND LOUD	10:00	60	TUE.	A	11,460	13.5	24	197	98
ABC SUNDAY NIGHT MOVIE	8:00	180	SUN.	A	11,380	13.4	22	206	98	MAGNUM, P.I.	8:00	60	THU.	C	10,870	12.8	21	203	99
ABC WORLD NEWS TONIGHT	6:30	30	M-F	A	7,980	9.4	19	207	99	ME AND MON	10:00	60	FRI.	A	8,410	9.9	18	204	97
ABC WRLD NEWS TONIGHT-SAT	6:30	30	SAT.	A	5,940	7.0	16	192	97	MIAMI VICE	10:00	60	FRI.	N	14,940	17.6	32	195	98
ABC WRLD NEWS TONIGHT-SUN	6:30	30	SUN.	A	5,430	6.4	15	156	83	MR. BELVEDERE	8:30	30	FRI.	A	13,670	16.1	28	204	98
AIRWOLF	9:00	60	SAT.	C	8,740	10.3	19	197	96	MURDER, SHE WROTE	8:00	60	SUN.	C	14,430	17.0	29	207	99
AMERICAN PORTRAIT	8:58	01	MTUTH	C	11,380	13.4	21	195	95	NBC NEWS DIGEST-M-F	VAR	01	M-F	N	9,930	11.7	18	147	77
BENSON	9:00	30	FRI.	A	13,580	16.0	28	204	98	NBC NEWS DIGEST-2-M-F	VAR	01	MWF	N	7,810	9.2	15	155	81
BEST TIMES	8:00	60	FRI.	N	9,000	10.6	19	190	96	NBC NEWS DIGEST-SAT	8:58	01	SAT.	N	8,910	10.5	19	152	81
BILL COSBY SHOW	8:00	30	THU.	N	21,060	24.8	41	206	98	NBC NEWS DIGEST-SUN	8:58	01	SUN.	N	9,760	11.5	19	156	83
CAGNEY & LACEY	10:00	60	MON.	C	12,900	15.2	26	207	98	NBC NEWS DIGEST-2-SUN.	9:58	01	SUN.	N	9,680	11.4	18	160	82
CBS EVENING NEWS-RATHER	6:30	30	M-F	C	9,680	11.4	23	206	99	NBC NIGHTLY NEWS-SAT.	6:30	30	SAT.	N	5,940	7.0	16	166	92
CBS EVENING NEWS-SUNDAY	6:00	30	SUN.	C	7,220	8.5	20	176	90	NBC NIGHTLY NEWS-SUN	6:30	30	SUN.	N	6,200	7.3	16	161	89
- CBS NEWS SP RPT ANALYSIS(S)	10:51	09	WED.	C	4,750	5.6	11	204	99	NBC NIGHTLY NEWS	6:30	30	M-F	N	8,490	10.0	20	202	99
- CBS REPORTS(S)	10:00	60	THU.	C	8,410	9.9	17	203	99	- NBC WHITE PAPER:VIETNAM(S)	10:00	60	SAT.	N	6,710	7.9	15	191	98
CBS SAT. NEWS-SCHIEFFER	6:30	30	SAT.	C	5,940	7.0	16	177	91	NEWHART	9:30	30	MON.	C	15,280	18.0	28	206	98
- CBS SPECIAL MOVIE PRES.(S)	8:00	180	FRI.	C	8,070	9.5	17	204	99	NEWSBREAK-M-F	VAR	VAR	M-F	C	8,660	10.2	17	174	84
CBS TUESDAY NIGHT MOVIES	9:00	120	TUE.	C	9,420	11.1	18	191	95	NEWSBREAK-SAT.	9:58	01	SAT.	C	8,150	9.6	17	177	86
CHARLES IN CHARGE	8:00	30	SAT.	C	6,880	8.1	16	196	94	NEWSBREAK-SUN.	9:58	01	SUN.	C	12,480	14.7	23	184	89
CHEERS	9:00	30	THU.	N	16,220	19.1	30	203	97	NIGHT COURT	9:30	30	THU.	N	14,090	16.6	26	198	97
- CODE NAME: FOXFIRE SPCL(S)	9:00	60	FRI.	N	10,950	12.9	22	183	95	OFF THE RACK	9:30	30	FRI.	A	12,060	14.2	25	203	98
COVER-UP	10:00	60	SAT.	C	10,270	12.1	23	197	96	PUNKY BREWSTER	7:30	30	SUN.	N	7,810	9.2	17	186	95
CRAZY LIKE A FOX	9:00	60	SUN.	C	15,540	18.3	29	206	99	REMINGTON STEELE	10:00	60	TUE.	N	11,290	13.3	23	196	98
DIFF'RENT STROKES-SAT.	8:00	30	SAT.	N	9,590	11.3	22	195	97	RIPLEY'S BELIEVE IT-NOT	7:00	60	SUN.	A	7,390	8.7	17	198	96
DOUBLE DARE	8:28	60	WED.	C	10,020	11.8	19	192	94	RIPTIDE	9:00	60	TUE.	N	14,090	16.6	26	195	98
E/R	8:30	30	SAT.	C	6,620	7.8	14	195	96	ST. ELSEWHERE	10:30	60	WED.	N	10,950	12.9	26	203	98
EYE TO EYE	9:00	60	THU.	A	6,450	7.6	12	198	97	SARA	10:00	30	WED.	N	11,460	13.5	22	186	97
FACTS OF LIFE	9:30	30	WED.	N	14,260	16.8	26	197	98	SCARECROW & MRS. KING	8:00	60	MON.	C	13,580	16.0	25	203	99
FALL GUY	8:34	60	WED.	A	11,630	13.7	21	207	99	SCARECROW & MRS. KING(B)	9:28	60	WED.	C	8,150	9.6	15	193	95
FAMILY TIES	8:30	30	THU.	N	18,340	21.6	34	205	97	- SCENE OF THE CRIME-SUN.(S)	10:00	60	SUN.	N	12,310	14.5	24	194	95
FINDER OF LOST LOVES	10:00	60	SAT.	A	12,990	15.3	29	200	97	SILVER SPOONS	7:00	30	SUN.	N	6,540	7.7	16	184	93
FOUL UPS, BLEEPs-BLUNDERS	8:30	30	TUE.	A	10,360	12.2	19	189	96	SIMON & SIMON	9:00	60	THU.	C	14,180	16.7	26	205	99
GIMME A BREAK	8:30	30	SAT.	N	11,550	13.6	25	195	97	60 MINUTES	7:00	60	SUN.	C	15,370	18.1	36	209	99

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 84,900,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 22-28, 1985 4

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day			Households (000)	%	Share %		
EVENING (CONT)									
SPORTSBREAK-SAT	8:58	01 SAT.	C	7,390	8.7	16	191	93	
SPORTSBREAK-SUN	8:58	01 SUN.	C	13,750	16.2	27	201	96	
T.J. HOOKER	8:00	60 SAT.	A	10,440	12.3	23	197	95	
TV ACADEMY HALL OF FAME(S)	9:00	120 MON.	N	11,380	13.4	22	197	98	
TV BLOOPERS & PRAC. JOKES	8:00	60 MON.	N	12,400	14.6	22	196	98	
THREE'S A CROWD	8:00	30 TUE.	A	10,870	12.8	21	194	96	
TRAPPER JOHN, M.D.	10:00	60 SUN.	C	13,920	16.4	28	204	93	
20/20	10:00	60 THU.	A	13,580	16.0	28	205	99	
20/20 SPECIAL(S)	10:34	60 WED.	A	12,740	15.0	30	207	99	
WEBSTER	8:00	30 FRI.	A	13,580	16.0	29	205	98	
WHO'S THE BOSS?	9:00	30 TUE.	A	14,350	16.9	26	194	98	
WILDSIDE	8:00	60 THU.	A	7,640	9.0	15	195	96	
NUMBER OF PROGRAMS 102									
WEEKDAY DAYTIME									
ABC AFTERSCHOOL SPECIAL(S)	4:00	60 WED.	A	4,920	5.8	18	199	98	
ABC DAYTIME NEWSBRIEF-M-F	VAR	VAR M-F	A	6,450	7.6	28	206	99	
ABC WORLD NEWS-MORN-615A	6:15	15 M-F	A	1,610	1.9	18	118	80	
ABC WORLD NEWS-MORN-645A	6:45	15 M-F	A	2,380	2.8	17	174	93	
ALL MY CHILDREN	1:00	60 M-F	A	6,450	7.6	28	209	99	
ALL STAR BLITZ	11:00	30 M-F	A	2,120	2.5	11	182	89	
ANOTHER WORLD	2:00	60 M-F	N	4,330	5.1	19	203	99	
AS THE WORLD TURNS	1:30	60 M-F	C	5,690	6.7	25	207	99	
BODY LANGUAGE	4:00	30 M-F	C	1,870	2.2	8	100	55	
CAPITOL	2:30	30 M-F	C	4,670	5.5	21	197	95	
CBS EARLY MORNING NEWS	6:30	30 M-F	C	1,270	1.5	14	143	89	
CBS MORNING NEWS 1	7:30	30 M-F	C	2,720	3.2	15	201	99	
CBS MORNING NEWS 2	8:30	30 M-F	C	2,800	3.3	15	201	99	
CBS SCHOOLBREAK SPECIALS(S)	4:30	60 TUE.	C	5,770	6.8	21	195	95	
DAYS OF OUR LIVES	1:00	60 M-F	N	5,350	6.3	23	208	99	
FAMILY FEUD	11:30	30 M-F	A	2,380	2.8	13	184	89	
GENERAL HOSPITAL	3:00	60 M-F	A	7,220	8.5	30	207	99	
GOOD MORNING, AMERICA-730	7:30	30 M-F	A	4,330	5.1	23	205	99	
GOOD MORNING, AMERICA-830	8:30	30 M-F	A	4,330	5.1	24	203	98	
GUIDING LIGHT	3:00	60 M-F	C	6,030	7.1	25	206	99	
LATE FRINGE									
ABC NEWS:NIGHTLINE	11:30	VAR MTUTHFA		4,250	5.0	15	193	95	
ABC NEWS:NIGHTLINE-WED(B)	12:04	31 WED.	A	3,400	4.0	16	195	96	
ABC NEWS:NIGHTLINE-THU(B)	12:00	11 THU.	A	3,570	4.2	15	194	97	
ABC ROCKS	12:09	31 FRI.	A	1,700	2.0	7	125	67	
ABC WEEKEND REPORT-SAT.	11:30	15 SAT.	A	4,080	4.8	13	164	86	
ABC WEEKEND REPORT-SUN.	11:30	15 SUN.	A	4,080	4.8	21	168	90	
CBS NEWS NIGHTWATCH-1	VAR	VAR M-THSUC		850	1.0	11	57	56	
CBS NEWS NIGHTWATCH-2	2:30	30 M-THSUC		930	1.1	15	78	69	
CBS NEWS NIGHTWATCH-3	3:00	180 M-THSUC		760	.9	19	98	85	
CBS SUNDAY NEWS-OSGOOD	11:00	15 SUN.	C	4,840	5.7	12	139	72	
DAVID LETTERMAN I	VAR	30 M-TH N		2,890	3.4	19	193	99	
DAVID LETTERMAN II	VAR	30 M-TH N		2,040	2.4	17	193	99	
EYE ON HOLLYWOOD	VAR	VAR MTUTH A		1,190	1.4	6	96	60	
FRIDAY NIGHT VIDEOS	12:30	90 FRI.	N	3,310	3.9	19	185	97	
G MICHAELS SPORTS MACHINE	11:30	15 SUN.	N	1,780	2.1	6	79	51	
LATE MOVIE I	VAR	VAR M-F C		4,080	4.8	16	180	91	
LATE MOVIE II	VAR	VAR M-F C		2,890	3.4	19	180	91	
SATURDAY NIGHT	11:30	76 SAT.	N	4,840	5.7	18	196	98	
TONIGHT SHOW	VAR	60 M-F N		5,430	6.4	22	200	99	
NUMBER OF PROGRAMS 19									
WEEKDAY DAYTIME									
LOVING	12:30	30 M-F	A	3,060	3.6	15	187	94	
NBC NEWS AT SUNRISE	6:30	30 M-F	N	2,460	2.9	20	181	95	
NBC NEWS DIGEST-DAYTIME	2:57	01 MMF	N	3,400	4.0	15	193	95	
NEWSBREAK-11.57	11:57	02 M-F	C	5,260	6.2	27	180	85	
NEWSBREAK-3.57	3:57	02 M-F	C	4,840	5.7	20	185	91	
ONE LIFE TO LIVE	2:00	60 M-F	A	5,690	6.7	26	207	99	
PRESS YOUR LUCK	10:30	30 M-F	C	3,910	4.6	21	170	84	
PRICE IS RIGHT 1	11:00	30 M-F	C	5,770	6.8	31	207	99	
PRICE IS RIGHT 2	11:30	30 M-F	C	7,050	8.3	37	206	99	
RYAN'S HOPE	12:00	30 M-F	A	2,380	2.8	12	175	93	
SALE OF THE CENTURY	10:30	30 M-F	N	3,910	4.6	21	158	88	
SANTA BARBARA	3:00	60 M-F	N	2,720	3.2	11	189	95	
SCRABBLE	11:30	30 M-F	N	4,580	5.4	24	200	96	
SEARCH FOR TOMORROW	12:30	30 M-F	N	2,460	2.9	12	151	75	
SUPER PASSWORD	12:00	30 M-F	N	2,720	3.2	13	145	71	
TIME MACHINE	10:00	30 M-F	N	2,040	2.4	11	137	82	
TODAY SHOW-7.30AM	7:30	30 M-F	N	3,990	4.7	22	203	99	
TODAY SHOW-8.30AM	8:30	30 M-F	N	3,910	4.6	21	203	99	
\$25,000 PYRAMID	10:00	30 M-F	C	4,410	5.2	24	178	89	
WHEEL OF FORTUNE	11:00	30 M-F	N	5,860	6.9	31	205	99	
YOUNG AND THE RESTLESS	12:30	60 M-F	C	6,200	7.3	30	208	99	
NUMBER OF PROGRAMS 41									

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 84,900,000

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APRIL 22-28, 1985 6

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day	Households (000)		Share %	Share %			
WEEKEND DAYTIME									
ABC WEEKEND SPECIALS	12:00	30	SAT.	A	3,230	3.8	15	189	95
ABC WIDE WORLD-SPORTS SAT	4:30	90	SAT.	A	3,740	4.4	13	202	98
ALVIN AND THE CHIPMUNKS	10:30	30	SAT.	N	6,200	7.3	29	205	99
AMERICAN BANDSTAND	12:30	60	SAT.	A	2,630	3.1	12	166	82
BISKITTS	8:00	30	SAT.	C	2,120	2.5	15	192	94
BUGS BUNNY/ROAD RUNNER 1	10:00	30	SAT.	C	3,990	4.7	18	203	98
BUGS BUNNY/ROAD RUNNER 2	10:30	30	SAT.	C	3,820	4.5	18	201	98
BUGS BUNNY/ROAD RUNNER 3	12:00	30	SAT.	C	2,460	2.9	12	146	71
CBS SPORTS SPECIAL(S)	2:00	90	SAT.	C	2,550	3.0	11	191	96
CBS STORYBREAK	11:00	30	SAT.	C	3,480	4.1	17	199	98
DUNGEONS AND DRAGONS	9:30	30	SAT.	C	4,410	5.2	20	198	97
FACE THE NATION	10:30	30	SUN.	C	1,700	2.0	8	163	90
GET ALONG GANG	8:30	30	SAT.	C	3,480	4.1	21	201	98
INCREDIBLE HULK	12:30	30	SAT.	N	2,630	3.1	13	107	61
IN THE NEWS- 8.26AM	8:26	03	SAT.	C	2,460	2.9	16	192	94
IN THE NEWS- 8.56AM	8:56	03	SAT.	C	3,570	4.2	20	201	98
IN THE NEWS- 9.56AM	9:56	03	SAT.	C	3,820	4.5	17	198	97
IN THE NEWS-11.56AM	11:56	03	SAT.	C	3,480	4.1	17	194	97
IN THE NEWS-12.26PM	12:26	03	SAT.	C	2,290	2.7	11	146	71
KIDD VIDEO	11:00	30	SAT.	N	4,410	5.2	24	175	85
NUMBER OF PROGRAMS 60									

Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.
	Duration	Day	Households (000)		Share %	Share %			
SCHOOLHOUSE ROCK-9:55AM	9:55	04	SAT.	A	2,970	3.5	13	201	99
SCHOOLHOUSE ROCK-10:25AM	10:25	04	SAT.	A	2,800	3.3	13	201	98
SCHOOLHOUSE ROCK-11:25AM	11:25	04	SAT.	A	2,380	2.8	12	193	95
SMURFS I	9:00	30	SAT.	N	5,520	6.5	27	203	99
SMURFS II	9:30	30	SAT.	N	7,390	8.7	33	203	99
SMURFS III	10:00	30	SAT.	N	7,560	8.9	34	203	99
SNORKS	8:00	30	SAT.	N	3,570	4.2	25	197	97
SPIDERMAN AND FRIENDS	12:00	30	SAT.	N	3,230	3.8	15	134	69
SUNDAY MORNING	9:00	90	SUN.	C	2,970	3.5	17	176	96
SUPERFRIENDS: SUPERPOWERS	8:30	30	SAT.	A	3,400	4.0	20	195	97
SUPERFRIENDS: SUPERPOWERS2	8:00	30	SAT.	A	2,970	3.5	21	189	96
THIS WEEK-DAVID BRINKLEY	11:30	60	SUN.	A	3,480	4.1	16	173	93
TURBO TEEN	9:30	30	SAT.	A	3,400	4.0	15	201	99
USA VS WRLD-AMATEUR BOXNG	3:00	90	SAT.	A	2,380	2.8	10	175	90
USFL FOOTBALL	2:30	182	SUN.	A	2,550	3.0	9	156	84

LEGENDS OF GOLF-SAT(S)	5:17	43	SAT.	N	4,330	5.1	15	178	94
LEGENDS OF GOLF-SUN(S)	4:00	120	SUN.	N	3,820	4.5	13	184	96
LITTLES	11:30	30	SAT.	A	3,140	3.7	15	192	95
MEET THE PRESS	12:30	60	SUN.	N	2,290	2.7	10	153	91
MIGHTY ORBOTS	9:00	30	SAT.	A	3,400	4.0	17	199	98
MR. T	11:30	30	SAT.	N	3,400	4.0	16	172	83
MUPPET BABIES	9:00	30	SAT.	C	4,580	5.4	23	199	97
NBA PLAYOFF GAME SAT	3:30	150	SAT.	C	3,060	3.6	12	207	99
NBA PLAYOFF GAME-1	1:00	153	SUN.	C	5,010	5.9	19	190	97
NBA PLAYOFF GAME-2	3:33	147	SUN.	C	5,520	6.5	18	197	98
NBC MAJOR LEAGUE PRE GAME	1:00	17	SAT.	N	4,330	5.1	20	199	99
NBC MAJOR LEAGUE BASEBALL	1:17	240	SAT.	N	6,030	7.1	25	202	99
NEW SCOOBY DOO MYSTERIES	10:30	30	SAT.	A	2,890	3.4	14	200	97
ONE TO GROW ON-8:28AM	8:28	02	SAT.	N	3,910	4.6	26	196	97
ONE TO GROW ON-8:58AM	8:58	02	SAT.	N	4,670	5.5	27	197	97
ONE TO GROW ON-10:28AM	10:28	02	SAT.	N	6,370	7.5	29	202	99
ONE TO GROW ON-10:58AM	10:58	02	SAT.	N	6,030	7.1	29	204	98
ONE TO GROW ON-12:28PM	12:28	02	SAT.	N	3,400	4.0	16	134	69
PINK PANTHER AND SONS	8:30	30	SAT.	N	4,330	5.1	26	198	98
POLE POSITION	1:30	30	SAT.	C	2,290	2.7	10	118	54
PRYOR'S PLACE	11:30	30	SAT.	C	3,480	4.1	17	194	97
RUBIK, THE AMAZING CUBE	10:00	30	SAT.	A	2,890	3.4	13	201	98
SCARY SCOOBY DOO FUNNIES	11:00	30	SAT.	A	2,720	3.2	14	193	95
SATURDAY SUPERCAR	12:30	60	SAT.	C	3,230	3.8	14	138	67
SCHOOLHOUSE ROCK-8:25AM	8:25	04	SAT.	A	2,890	3.4	19	189	96

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 84,900,000